

How Japanese Food Quality Influences Attitudes of Foreign Consumers

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Abstract

Purpose: The purpose of this study was to conduct a survey on Korean consumers' awareness of the quality attributes of Japanese food in light of possible radioactive contamination from the Great East Japan Earthquake of March 2011, and 10 years later, there is still growing anxiety about Japanese food.

Design/methodology: Regarding Japanese food for Korean consumers, this study examined the relationship between quality attributes, attitudes, social networking service (SNS) sharing, and SNS recommendations.

Analysis was performed using the covariance analysis method. **Findings:** The results showed that the four constructs were strongly influenced; the quality attributes of Japanese food strongly affect attitude, and attitude strongly affects SNS sharing. SNS sharing strongly influences SNS recommendations.

Keywords: *Attitude; SNS sharing; SNS recommendations*